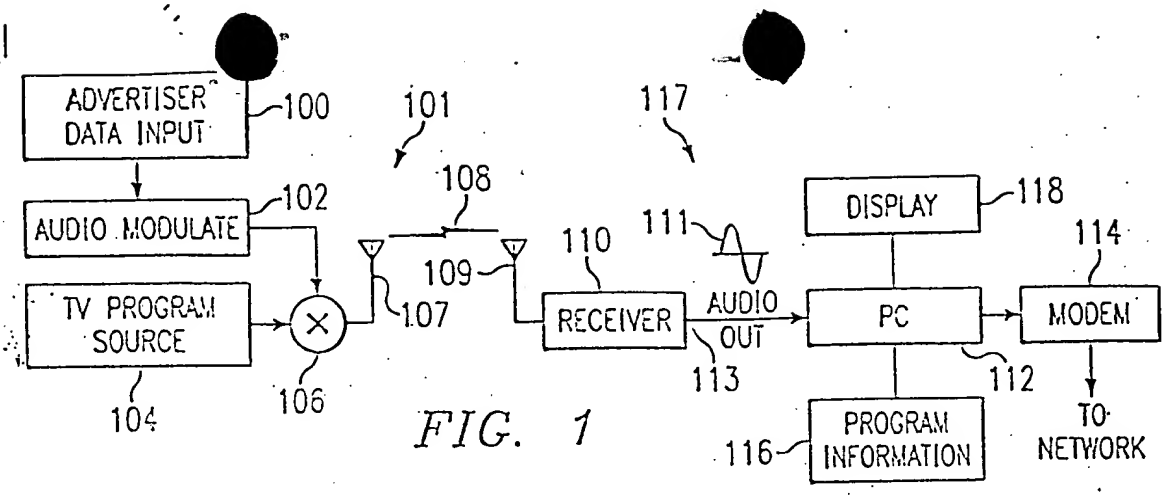


FIG. 1

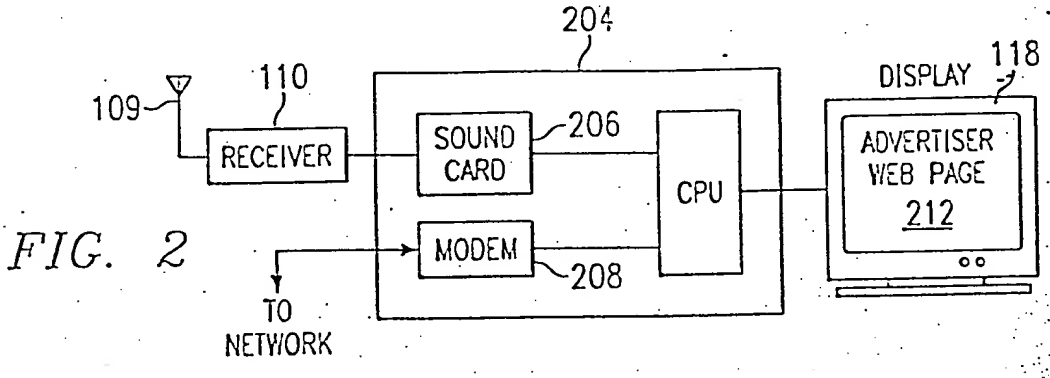


FIG. 2

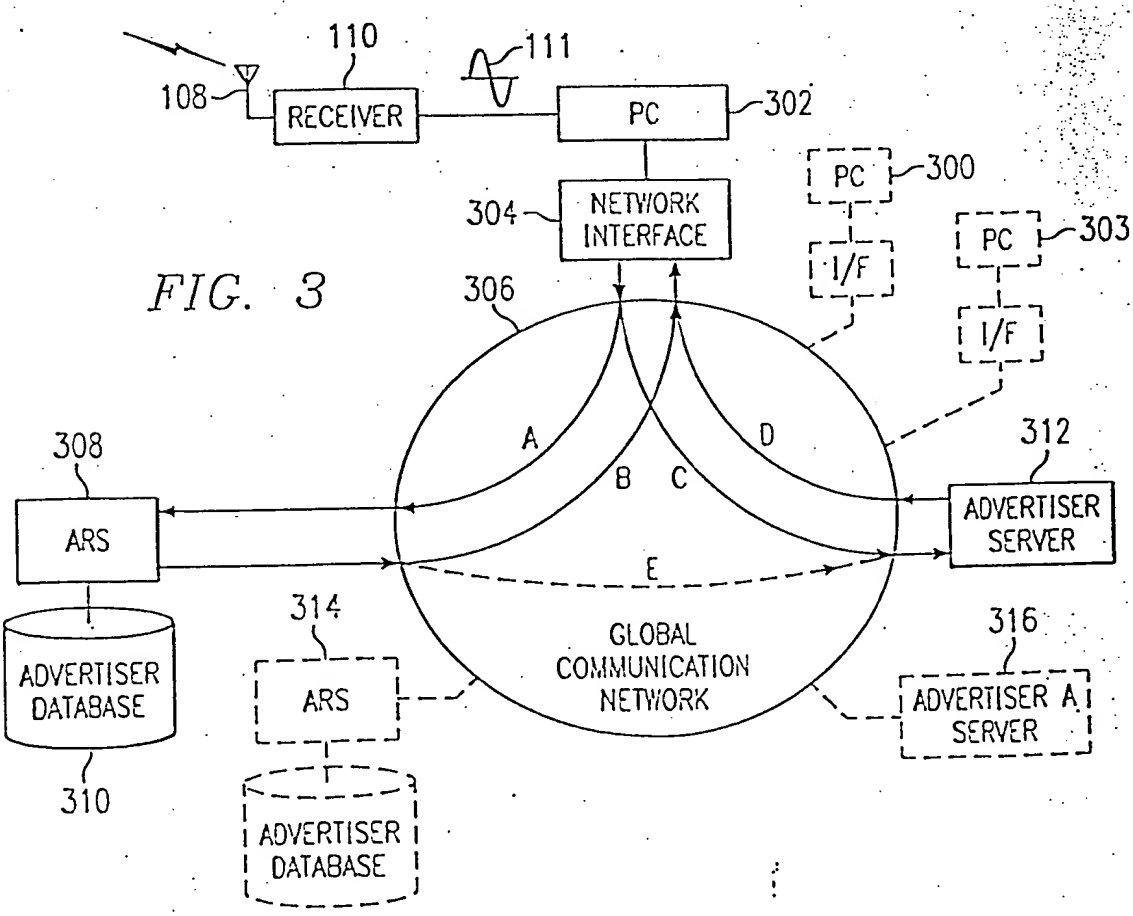


FIG. 3

PHLY-24,667

PATH A: SOURCE TO ARS

FIG. 4a

PATH B: ARS TO SOURCE

FIG. 4b

PATH C: SOURCE TO ADVERTISER

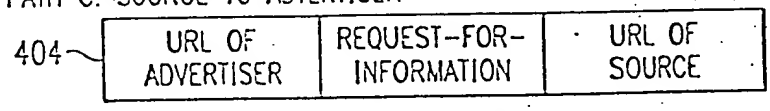


FIG. 4c

PATH D: ADVERTISER TO SOURCE

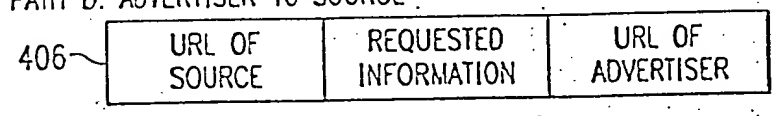


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

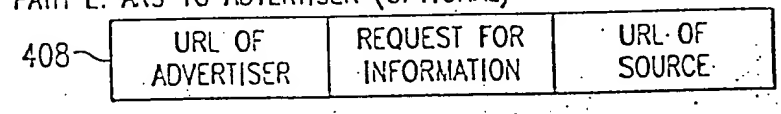


FIG. 4e

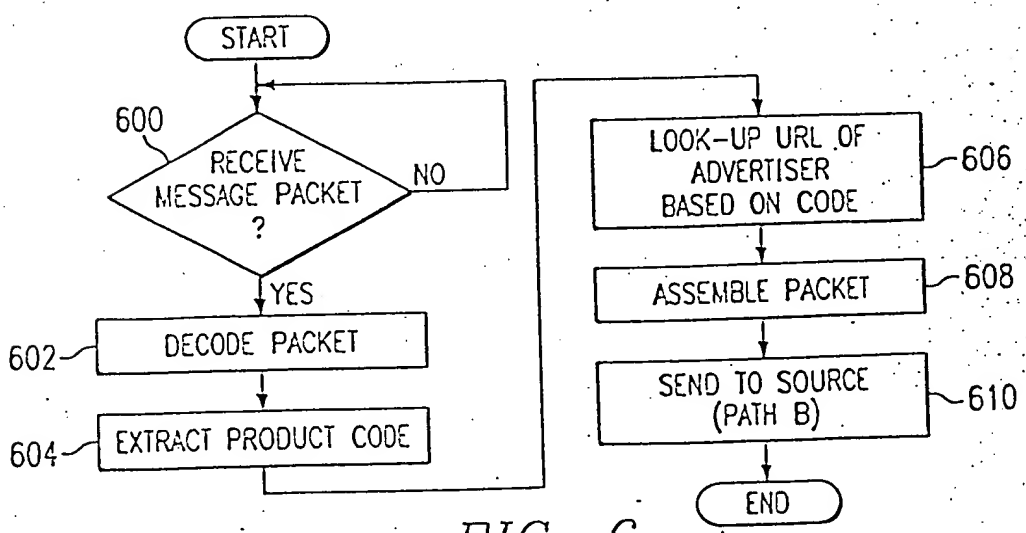


FIG. 6

PHLY-24,667

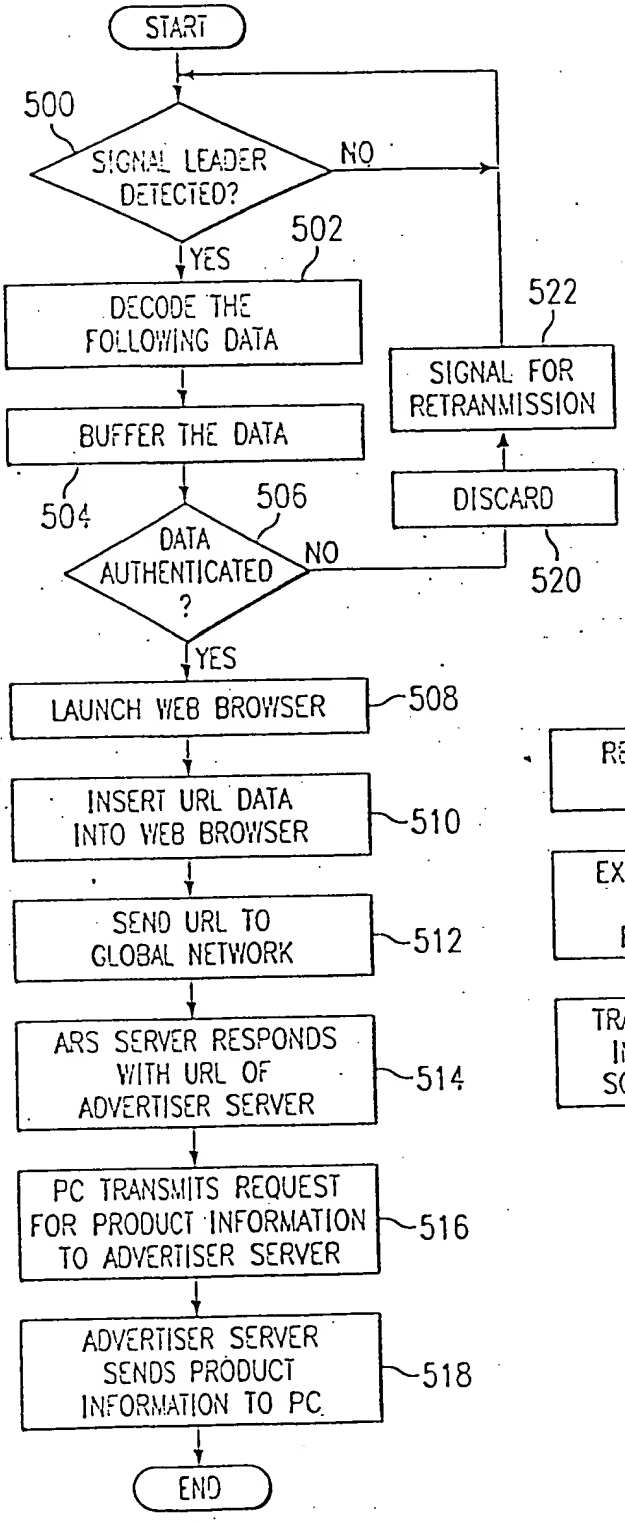


FIG. 5

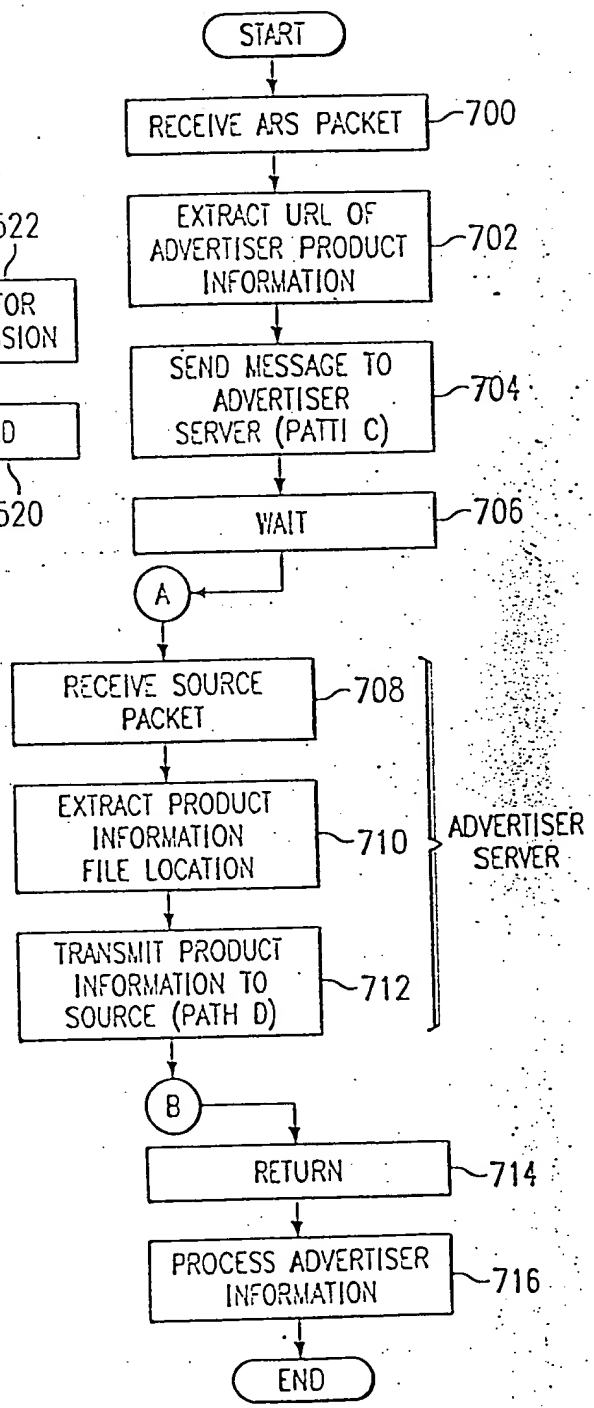


FIG. 7

PHLY-24,667

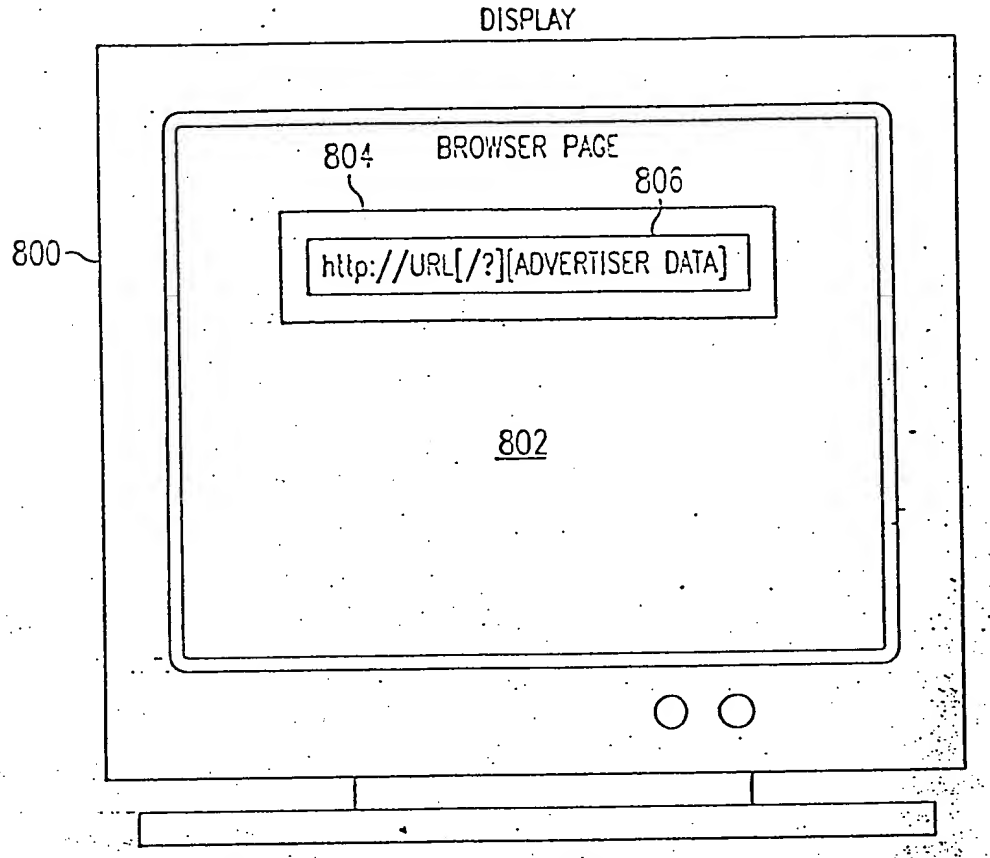
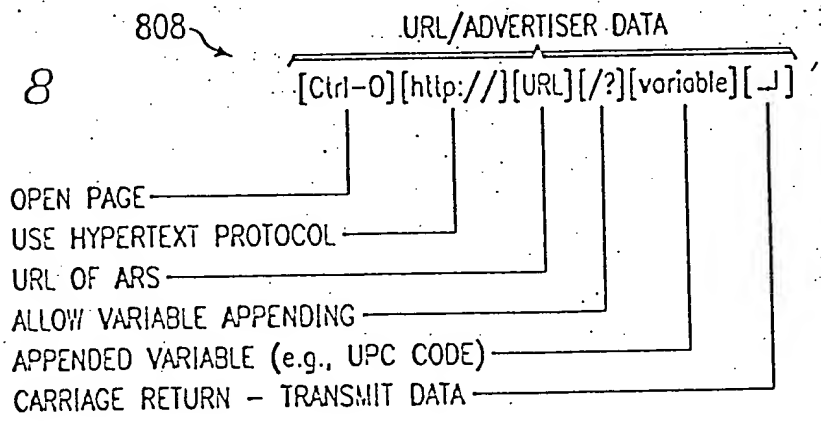


FIG. 8



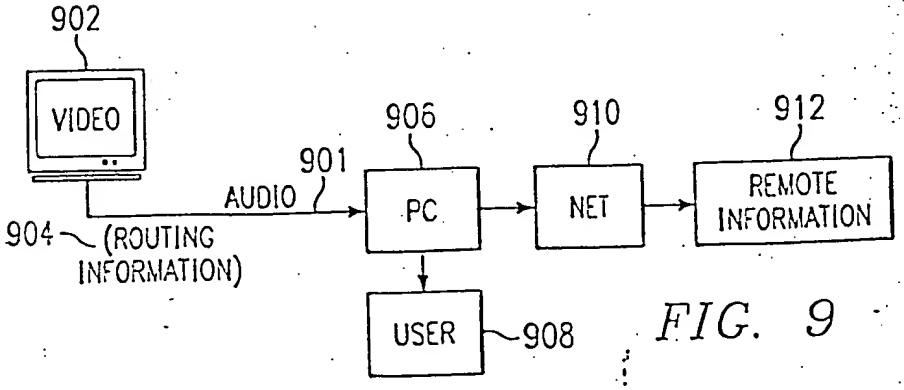


FIG. 9

PHLY-27,661

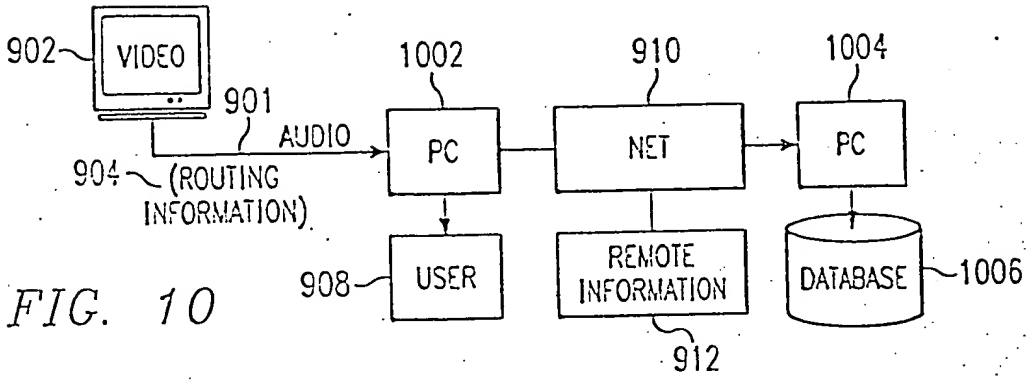


FIG. 10

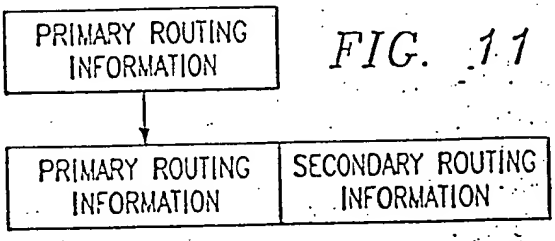


FIG. 11

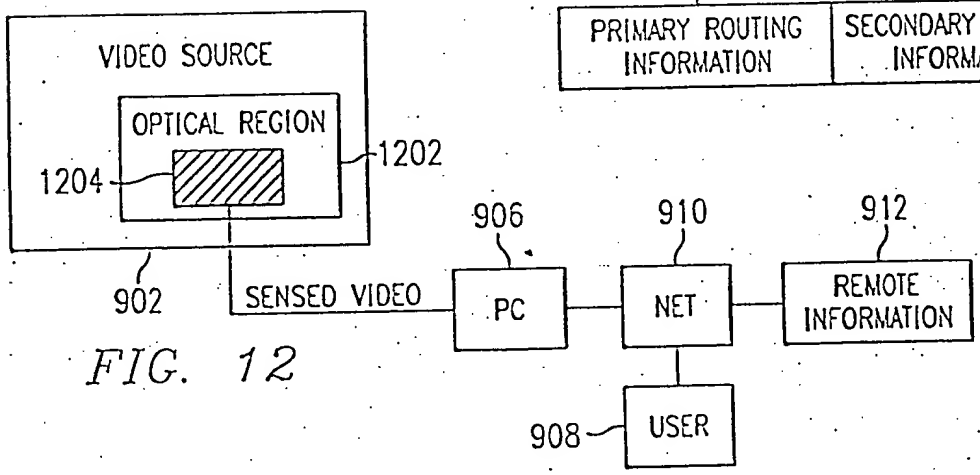


FIG. 12

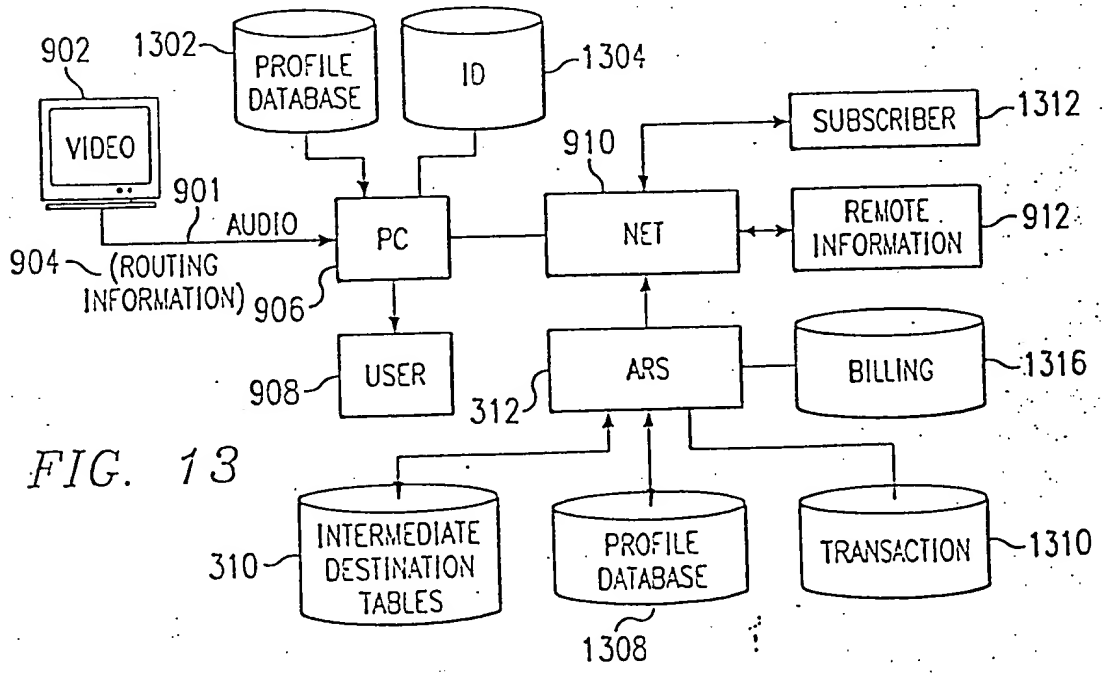


FIG. 13

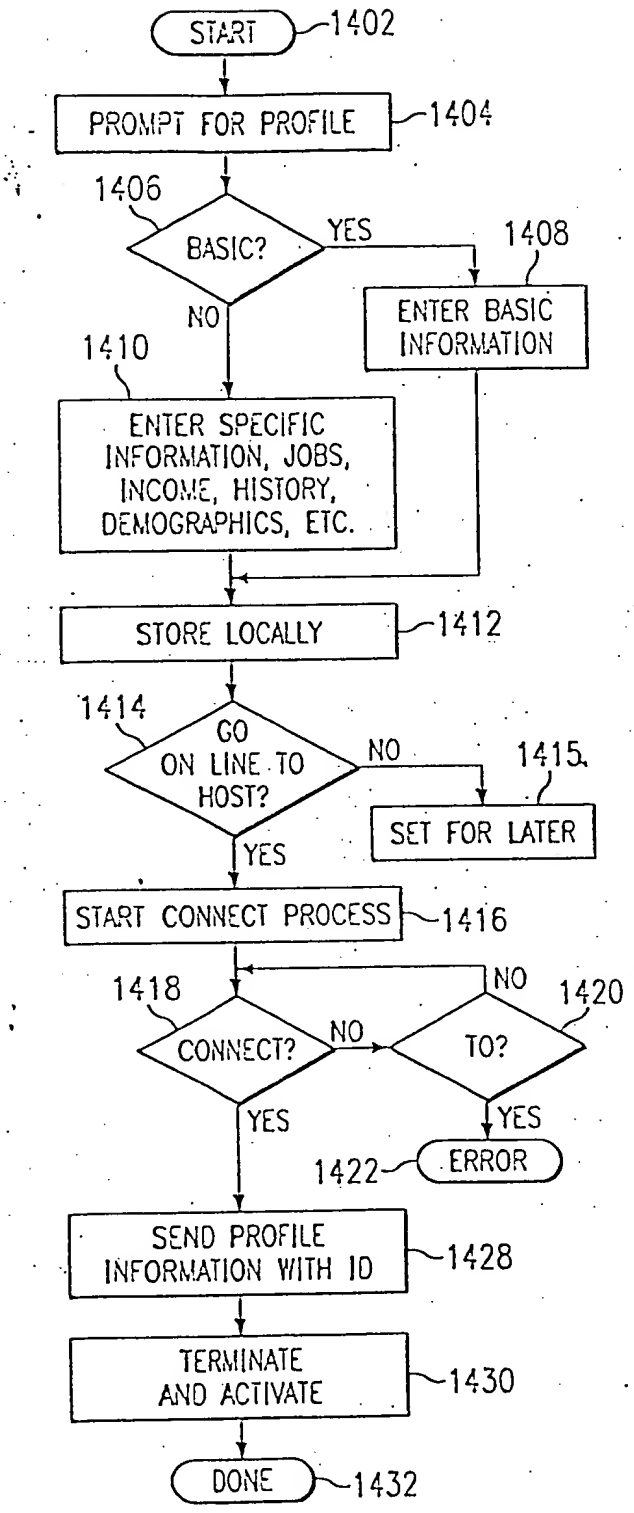

START
1402
PROMPT FOR PROFILE
1404
1406
BASIC?
YES
1408
ENTER BASIC INFORMATION
NO
1410
ENTER SPECIFIC INFORMATION, JOBS, INCOME, HISTORY, DEMOGRAPHICS, ETC.
STORE LOCALLY
1412
1414
GO ON LINE TO HOST?
NO
1415
SET FOR LATER
YES
START CONNECT PROCESS
1416
1418
CONNECT?
NO
NO
1420
TO?
YES
YES
1422
ERROR
SEND PROFILE INFORMATION WITH ID
1428
TERMINATE AND ACTIVATE
1430
DONE
1432

FIG. 14

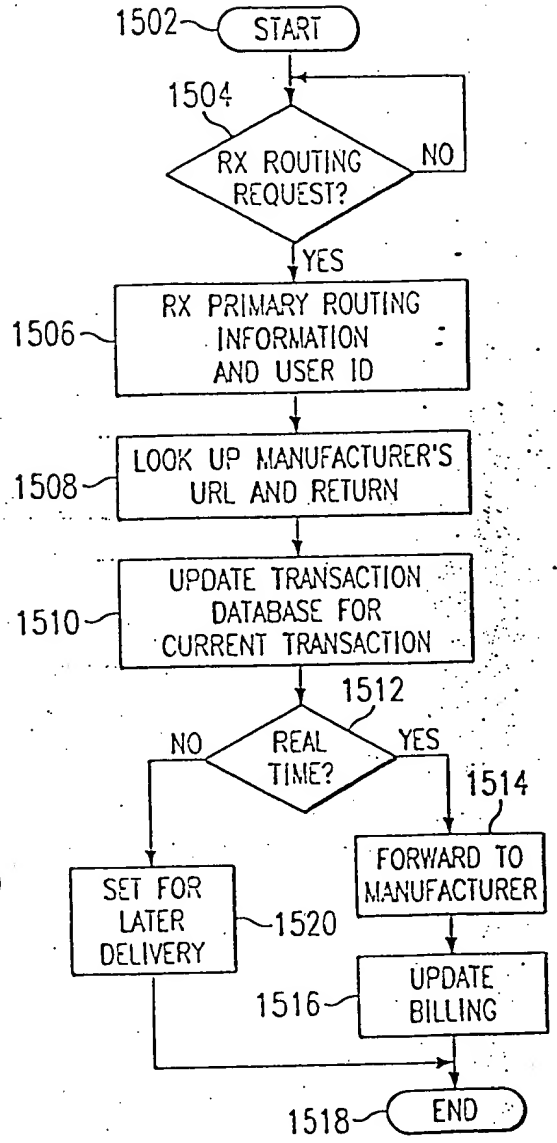

1502
START
1504
RX ROUTING REQUEST?
NO
YES
1506
RX PRIMARY ROUTING INFORMATION AND USER ID
1508
LOOK UP MANUFACTURER'S URL AND RETURN
1510
UPDATE TRANSACTION DATABASE FOR CURRENT TRANSACTION
1512
NO
REAL TIME?
YES
1514
FORWARD TO MANUFACTURER
SET FOR LATER DELIVERY
1520
1516
UPDATE BILLING
1518
END

FIG. 15

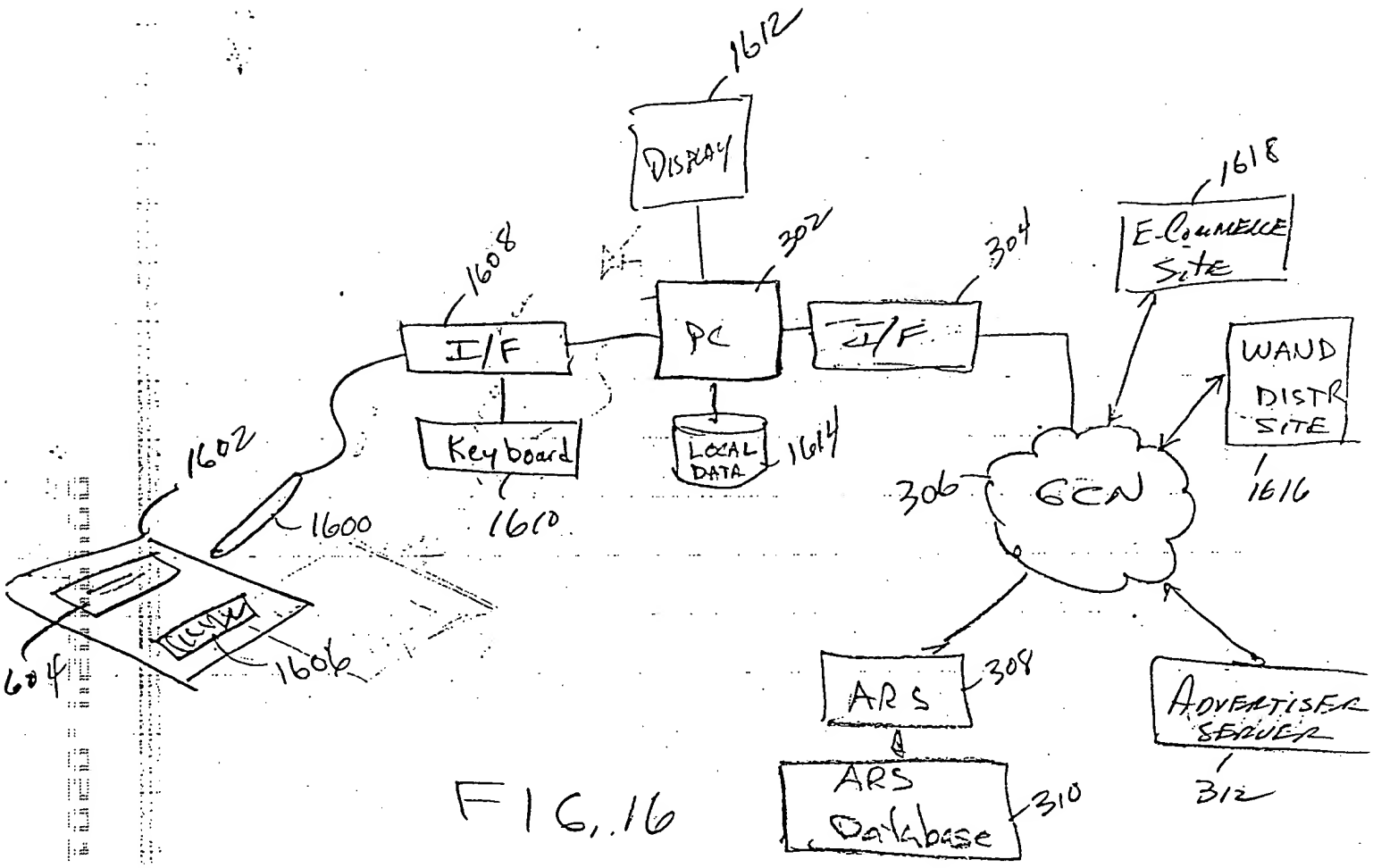

1612
DISPLAY
1618
E-COMMERCE SITE
1608
I/F
302
PC
304
I/F
WAND DISTR SITE
1602
KEYBOARD
LOCAL DATA
1614
1600
1610
306
GCN
1616
604
1606
ARS
308
ADVERTISER SERVER
ARS DATABASE
310
312

FIG. 16

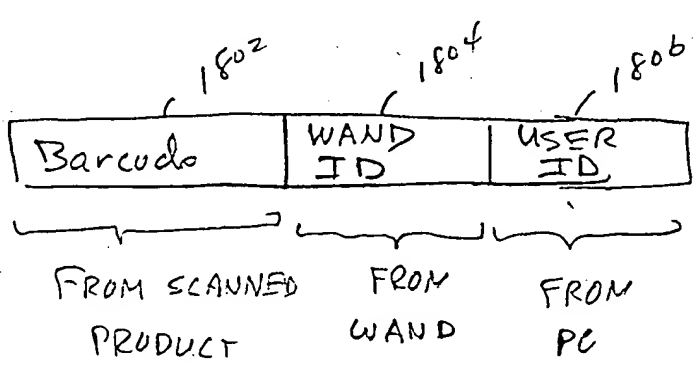

1800
1802
1804
1806
Barcode
WAND ID
USER ID
FROM SCANNED PRODUCT
FROM WAND
FROM PC

FIG. 18

PHLY-24,669

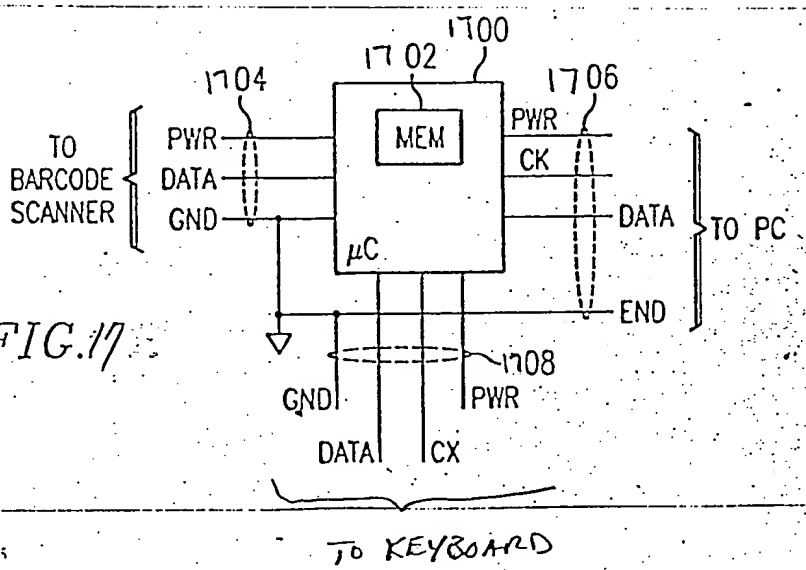


FIG. 17

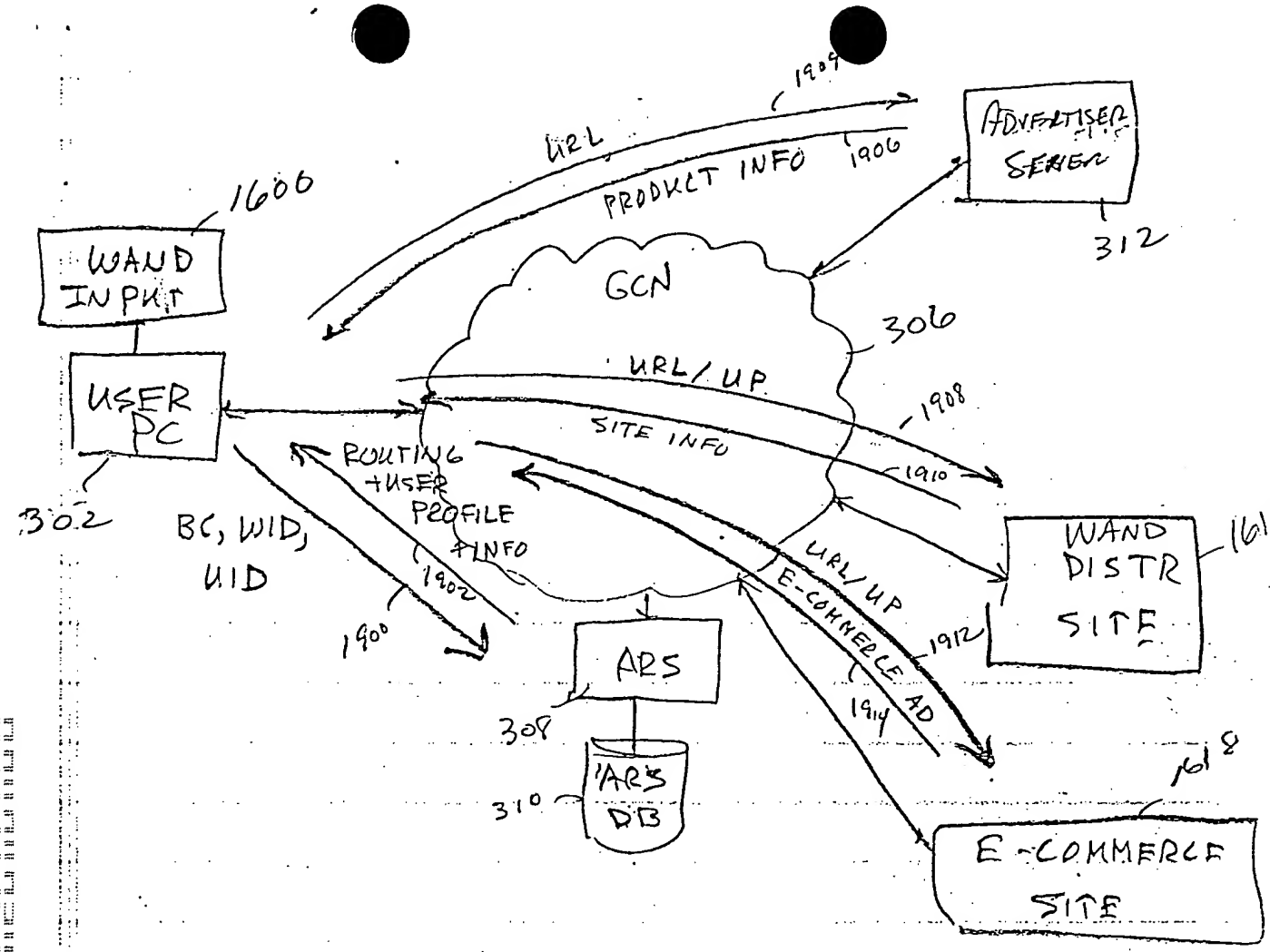

1606
WAND INPUT
USER PC
302
BC, WID, UID
1900
1902
ROUTING + USER PROFILE INFO
GCN
306
URL
1904
PRODUCT INFO
1906
ADVERTISER SERVER
312
URL/UP
1908
SITE INFO
1910
WAND DISTR SITE
1616
URL/UP
E-COMMERCE AD
1912
1914
ARS
308
ARS DB
310
1618
E-COMMERCE SITE

FIG. 19

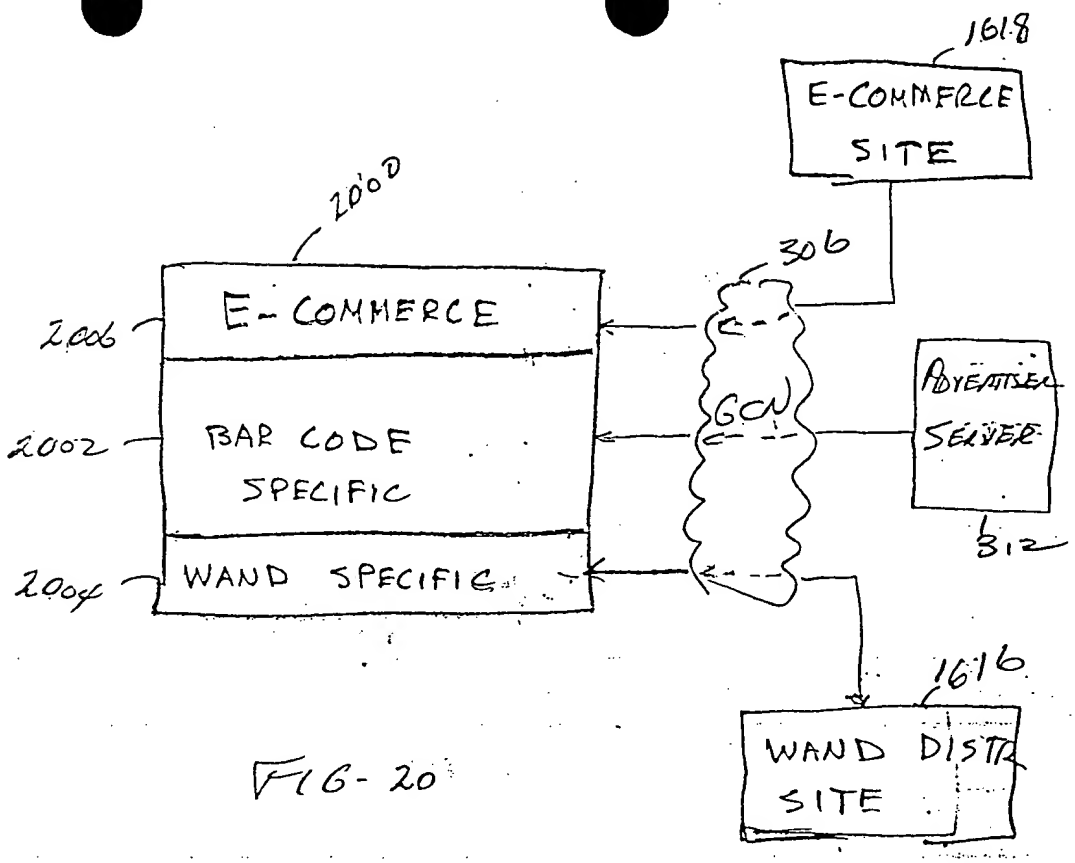
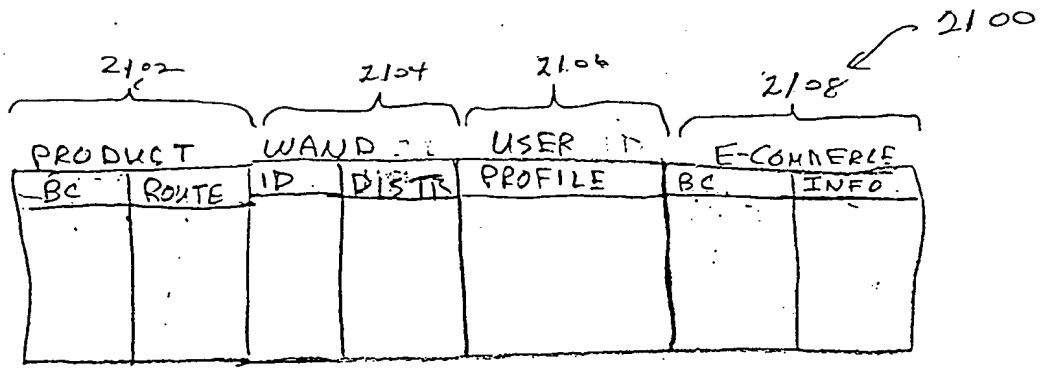


FIG-20



ARS DATABASE

FIG. 21

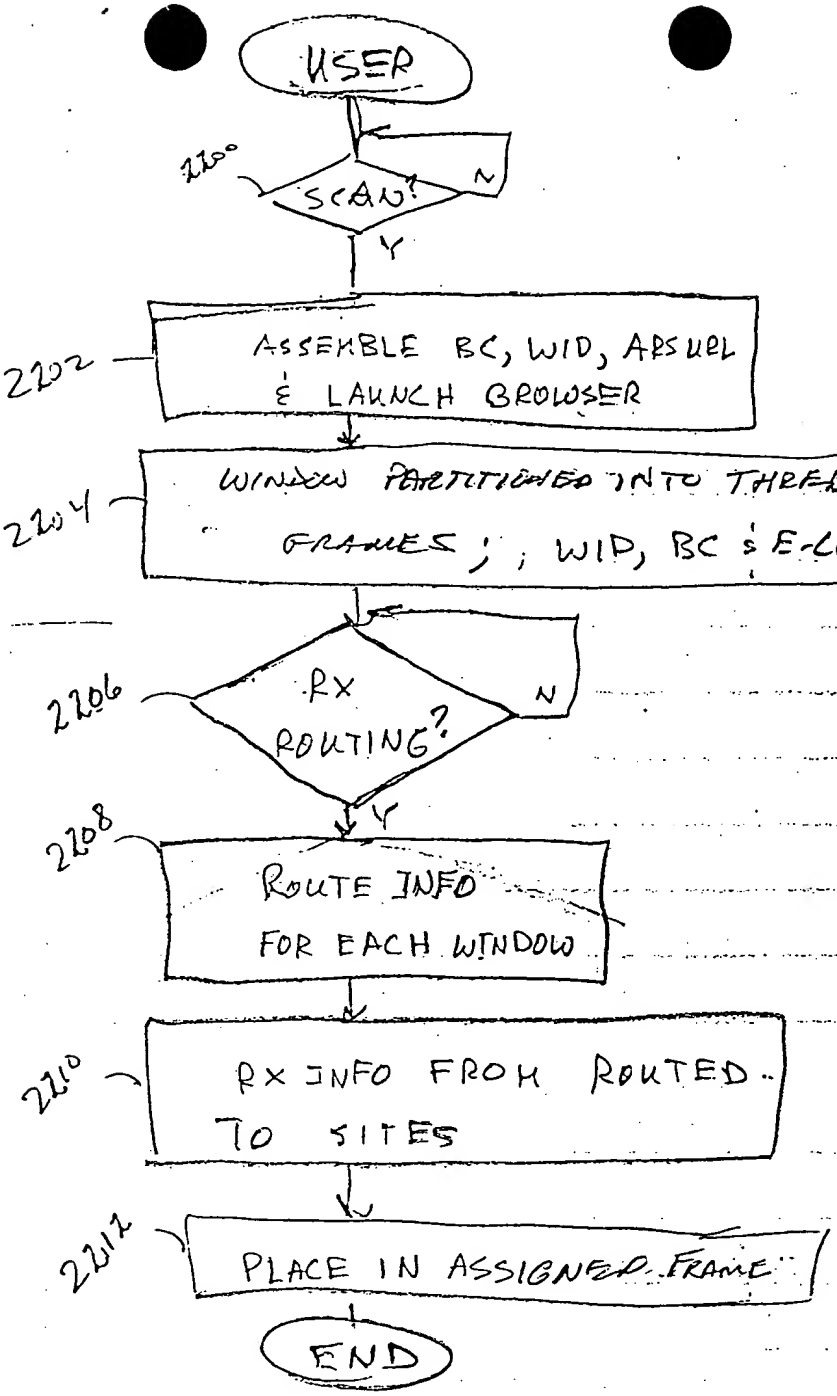

USER
2200
SCAN?
N
Y
2202
ASSEMBLE BC, WID, ABSURL & LAUNCH BROWSER
2204
WINDOW PARTITIONED INTO THREE FRAMES; WID, BC & E-COM
2206
RX ROUTING?
N
Y
2208
ROUTE INFO FOR EACH WINDOW
2210
RX INFO FROM ROUTED TO SITES
2212
PLACE IN ASSIGNED FRAME
END

FIG-22

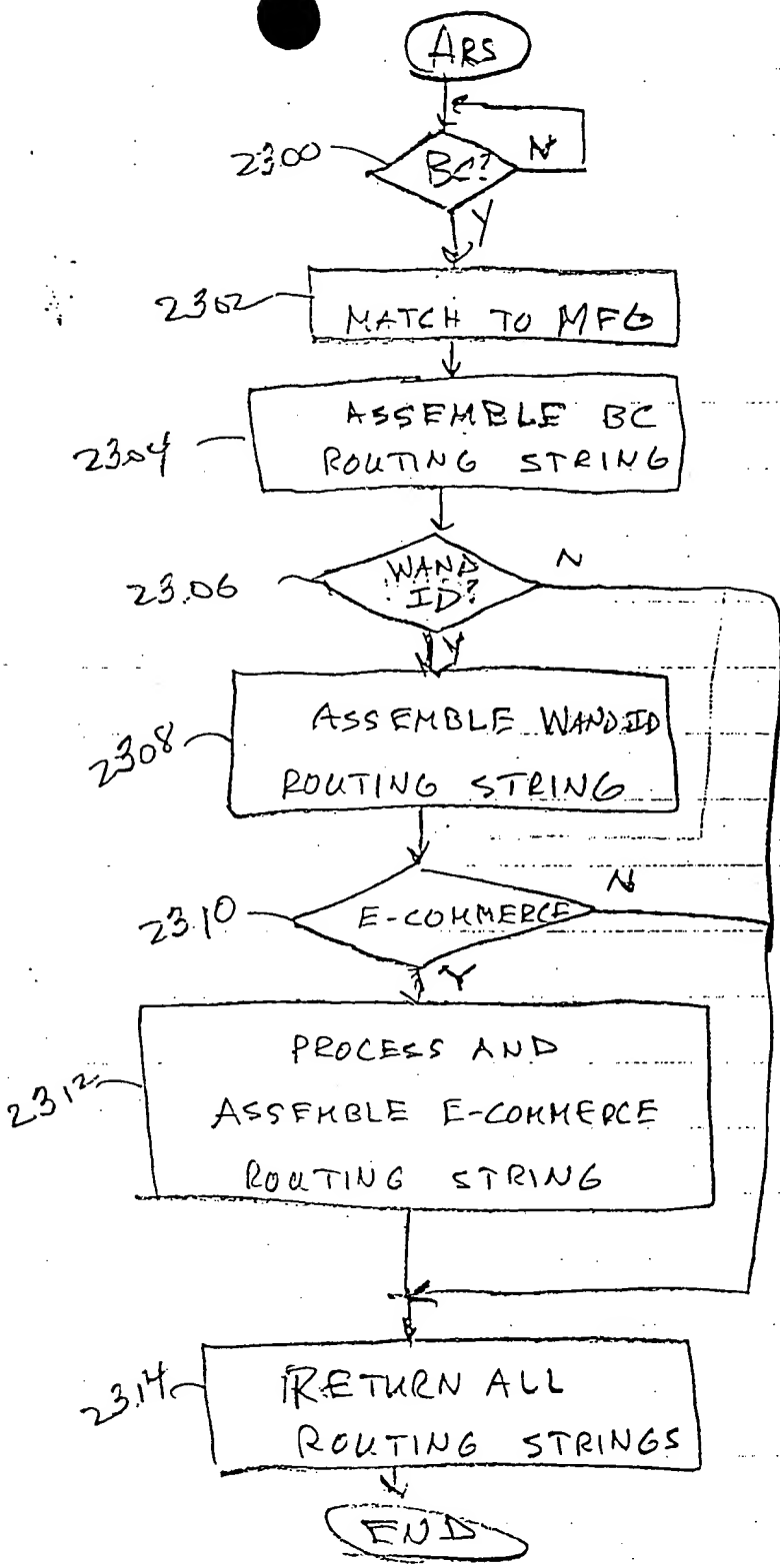

ARS
2300
BC?
N
Y
2302
MATCH TO MFG
2304
ASSEMBLE BC ROUTING STRING
2306
WAND ID?
N
Y
2308
ASSEMBLE WAND ID ROUTING STRING
2310
E-COMMERCE
N
Y
2312
PROCESS AND ASSEMBLE E-COMMERCE ROUTING STRING
2314
RETURN ALL ROUTING STRINGS
END

FIG. 23

DHLY-24,667

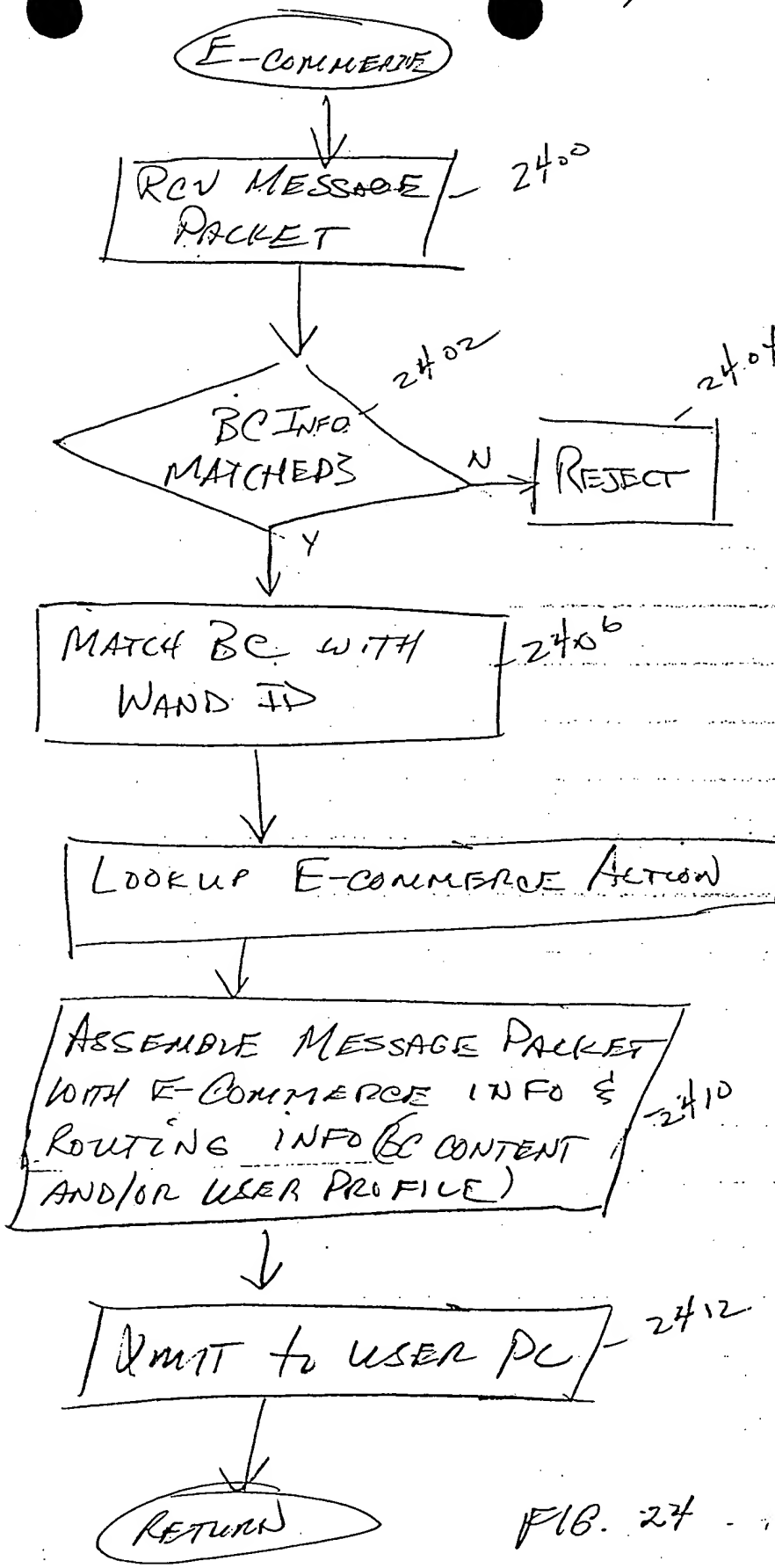


FIG. 24